

BEFORE THE
POSTAL REGULATORY COMMISSION
WASHINGTON, D.C. 20268-0001

VALASSIS NSA

Docket No. MC2012-14

Docket No. R2012-8

RESPONSE OF Niagara Gazette TO NOTICE OF INQUIRY NO. 1

The Niagara Gazette strongly opposes the discounted mailing rate proposal between the US Postal Service and Valassis NSA. Community newspapers provide their respective communities and readers valuable local credible information on news and events of the many communities we serve. The local news community newspapers provides its readers is a valuable asset to preprint advertisers and retailers alike, our subscribers have a complete package of news, events, local retailer specials and a large assortment of inserts to make their buying decisions.

We submit this declaration in support of NAA's Response to Notice of Inquiry No.1

Response To Questions

1. For fiscal year 2010, we estimate that advertising inserts for durable and semi-durable goods from national retailers represented 17.6% of total advertising revenues (including ROP, classified, and digital advertising), 22.8% of total print advertising revenue, and 85% of total preprint advertising revenue.
2. For fiscal year 2011, we estimate that advertising inserts for durable and semi-durable goods from national retailers represented 17.9% of total advertising revenues (including ROP, classified, and digital advertising), 23.4% of total print advertising revenue, and 85% of total preprint advertising revenue.

3. The potential loss of preprints and revenue to our operation if the agreement between the U.S Postal Service and Valassis NSA would result in staff reductions in virtually every department of the newspaper. With the country still reeling from the effects of the longest and deepest recession on record the consideration of this proposal would further add to the unemployment lines in all communities across the country while job growth from such an agreement would be minimal.

The Niagara Gazette does not have a Total Market Coverage product.

"I declare under penalty of perjury that the foregoing is true and correct. Executed on June 22, 2012

(Signature)"

Peter L. Mio
Publisher
Niagara Gazette
310 Niagara Street
Niagara Falls, NY 14302
June 22, 2012